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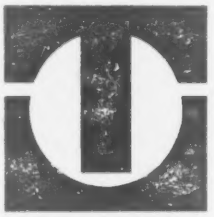

TELEVISION STATION GROUP OWNERSHIP AND CROSS-MEDIA OWNERSHIP: 1982

A Research Study
Prepared for the
National Association of Broadcasters

by

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TELEVISION STATION GROUP OWNERSHIP AND CROSS-MEDIA OWNERSHIP: 1982

In 1953, just as the formation of TV station groups was gaining momentum, the Federal Communications Commission adopted its present limits on the multiple ownership of broadcast stations. Commonly called the "7-7-7 rule," these limits prohibit any ownership from holding licenses to more than 7 AM, 7 FM, and 7 TV stations in the United States.[1] The Commission also specified that no more than 5 of any licensee's 7 television stations may be VHF outlets. These restrictions were adopted primarily to prevent the development of excessive control of the broadcast media by any single owner.

Some two decades earlier, the FCC investigated President Franklin Roosevelt's concerns about local cross-media ownership involving both newspapers and radio stations. However, after a series of formal hearings in the early 1930's, the Commission took no action to restrict this rather common ownership arrangement. Ultimately the issue resurfaced in the television era. In 1975, following lengthy hearings, the FCC adopted rules which prohibit the formation of new media combinations involving newspapers, TV stations, and radio outlets in the same community.[2] Although it ordered only a few divestitures (in markets with serious media concentrations), the Commission, through various policies, began to encourage the break-up of co-ownerships of the two media in individual communities.

This study was undertaken to provide current data on the extent of both television station multiple ownership and cross-media ownership involving co-located TV stations and newspapers. One of a continuing series of studies by the author, this report presents a statistical profile of these media holdings as of January 1, 1982.

Historical Background

Group ownership of radio and television stations has long been an important characteristic of the U. S. broadcasting system. Numerous radio groups existed before World War II, and group ownership began to emerge during television's early development in the post-war years. In 1956, three years after the present multiple-ownership rules were adopted, 50.8% of the VHF stations in the top-100 markets already were owned by broadcast chains.[3] This number grew to 62% in 1965,[4] 75.2% in 1973,[5] and 76.0% in 1975.[6] The number then increased to 82.4% in 1980.[7]

Long-term data on UHF station ownership are not readily available; however, in 1973, 57.5% of those stations in the 100 largest markets were group-owned.[8] The percentage held steady at 57.4% in 1975, then declined to 55.9% at the beginning of 1979,[9] before rising to 61.8% in 1980.[10]

The second aspect of this study focuses on newspaper ownership of television stations, another practice of long-standing. In 1973, when the FCC was deliberating this issue, 16.1% of the commercial television stations in the top-100 markets (60 of 372) were owned by or affiliated with a local daily newspaper.[11] Overall, 28.0% of the 372 stations had newspaper connections. Then, as now, however, the Commission demonstrated no concern about newspaper-related TV ownership as long as the properties were in geographically dispersed markets.

With this background on station ownership in the television industry, we have sought to determine the following information about current media ownership trends:

1) If the long-term upward trend in TV station group ownership has continued since 1975;

2) Whether or not cross-media ownership between newspapers and TV stations has declined since 1975 when the FCC's "new formation" rules were

adopted; and

3) If newspaper affiliations with television stations have increased or decreased overall since 1975.

Method of Study

This study is based upon a tabulation of new data on multiple and cross-media ownership in U. S. television broadcasting, based on station holdings as of January 1, 1982. The primary reference was Television Factbook No. 50 (1981 ed.),[12] which provided detailed information on station ownership and circulation. Current periodicals, including Television Digest, Broadcasting, and the Wall Street Journal, were used to update changes in station ownership to January 1, 1982. The various tables presented here use as a base the 420 television stations listed as operational in the 100 largest markets by Television Factbook. Market rankings are those of The Arbitron Company for 1981-82.[13]

The Findings

Based on the latest data, group ownership of the nation's TV stations has reached another all-time high. Among VHF stations in the 100 largest markets, the broadcast groups have increased their share of station ownership from 76.0% in 1975 to 85.9% in 1982. Similarly, multiple ownership among UHF stations in the same markets has grown from 57.4% in 1975 to 67.5% in 1982. Significantly, the number of UHF stations in these markets increased from 106 to 157 during the seven year interval, while the number of VHF stations remained nearly constant. Overall, of the 420 VHF and UHF stations operating in the 100 largest population centers, 332 licenses, or 79.0%, were held by various broadcast groups on January 1, 1982. Thus, group ownership has continued to expand, as evidenced by an eight-point gain from 1975 to 1982 and a four-point gain from 1980.

As shown in Table 1, group ownership predominates at every level within the top-100 markets--for both VHF and UHF stations. It is particularly noteworthy that, as UHF properties have become increasingly viable, the broadcast groups have been attracted to the UHF service in noticeably greater numbers than ever before.

TABLE 1

GROUP OWNERSHIP OF TV STATIONS BY MARKET RANK

January 1, 1982

Market Rank	VHF No.	VHF G/O	VHF %	UHF No.	UHF G/O	UHF %	Both VHF and UHF No.	Both VHF and UHF G/O	Both VHF and UHF %
1-10	41	40	97.6	36	25	69.4	77	65	84.4
1-25	94	86	91.5	57	40	70.2	151	126	83.4
26-50	66	58	87.9	33	24	72.7	99	82	82.8
51-75	65	52	80.0	26	14	53.8	91	66	72.5
76-100	38	30	78.9	41	28	68.3	79	58	73.4
TOTAL (1-100)	263	226	85.9	157	106	67.5	420	332	79.0

Despite the prevalence of group broadcasting, a significant degree of ownership diversity exists within this practice. Among the 332 chain-operated stations in the top-100 markets, for example, some 112 different groups were represented. Furthermore, in markets of all sizes, some 158 different groups (excluding those owners who use satellite transmitters merely as repeater stations) held a total of 563 TV station licenses, an average of 3.5 stations each. As shown in Table 2, only eight companies held the maximum number of seven television properties at the beginning of 1982.[14]

TABLE 2

GROUP OWNERSHIP BY NUMBER OF TV STATIONS

January 1, 1982

Number of Stations	No. Groups
Seven	8
Six	15
Five	15
Four	26
Three	42
Two	52
TOTAL:	158

Although legally a broadcast group is measured only by the number of stations it holds, the economic potential among groups varies greatly. In addition to numbers of stations, the potential of a group also depends upon the size audience. its stations are capable of reaching (a factor of market rank and technical facilities) and the overall attractiveness of the programming. Therefore, a more meaningful comparison of group broadcasters must take into account the audience reach of the stations involved. Fortunately, net weekly circulation (NWC) figures provide a readily available index of regular viewership.[15] These circulation data for individual stations may be combined to determine the overall reach of a station group.[14]

Using the net weekly circulation data published in Television Factbook No. 50 (1981), an audience reach profile was developed for each of the 158 identified broadcast groups based on their station holdings as of January 1, 1982. These groups, which were then ranked according to circulation, are shown in Appendix I.

Significant gains were registered by seven of the groups since our 1980 study. Expansion of station holdings through merger or acquisition accounted for dramatic gains in rank by such companies as the American Family Corporation, the Christian Broadcasting Network, Cosmos Broadcasting, Gillette Broadcasting, Guy Gannett Broadcasting, Knight-Ridder, and United Television. Twenty new groups appear in the table, while six of the groups from 1980 have disappeared. Among the latter are the Black Hawk stations (acquired by American Family), Kansas State Network (now owned by Standard Communications), and Orion Broadcasting (absorbed by Cosmos).

Further analysis of the 158 groups reveals the following industry profile:

1) No group owner reaches more than 20% of the nation's estimated 81,937,250 TV households.[16] Only four groups reach as much as 15%. These four organizations, consisting of the three network owned-and-operated (O&O) station groups plus one independent company, stand far ahead of the next largest entity. In 1982, ABC's O&O group edged past CBS as the front runner in weekly circulation with 16,007,700 homes (19.5%), with the CBS O&O group having 15,971,400 (also 19.5%). The NBC O&O group placed third with 15,196,100 (18.5%), while Metromedia, at 14,343,300 (17.5%), was the only independent group to rival the network O&O groups.[17]

2) Three groups--RKO General (12.2%), Tribune Broadcasting (11.3%), and Westinghouse (11.1%)--reach between 10% and 15% (8,193,725 to 12,290,588) of the nation's homes weekly.

3) Eight groups reach between 5% and 10% (4,096,862 to 8,193,725) of the country's TV households weekly. These companies include Storer Broadcasting (8.9%), Field Communications (8.5%), Capital Cities (7.4%), Gaylord (7.3%), Taft (7.3%), Cox (6.8%), Scripps-Howard (5.2%), and the Post-Newsweek Stations (5.0%).

4) Twenty groups reach between 2.5% and 5% of the nation's TV households (2,048,431 to 4,096,862) weekly.

5) Thirty-eight groups reach between 819,372 and 2,048,431 homes, or between 1% and 2.5% penetration.

6) And, finally, 80 different groups, more than one-half of the total number, reach less than 1% of the nation's television households each week. Of these 80 smaller groups, 59 hold weekly circulations of less than 500,000 households and 26 reach fewer than 250,000 homes per week. The smallest group, a religious broadcaster, has less than 50,000 households in its weekly circulation. In addition, no data were available for five other groups, some of which operate stations in Hawaii and Puerto Rico.

Turning now to the second aspect of this study, two significant trends emerge in regard to newspaper ownership or affiliation with television stations. First, there has been a significant decline in the number of stations affiliated with local newspapers in cross-media ownership situations. On January 1, 1982, only 35 stations, a mere 8.3% of the 420 TV properties in the top-100 markets, were involved in local cross-media ownership. Thus, a very substantial decrease in newspaper-TV cross-media ownership has taken place since 1973 when the number of instances was 60 and the percentage was 16.1. With additional proposed divestitures, such as the Pulitzer-Multimedia swap in St. Louis and Greenville, S. C., the percentage should continue to drop within the next few years.

Second, as shown in Table 3, a steady increase in overall TV station affiliations with newspapers has occurred. Of the 420 television stations in the top-100 markets, 140 were newspaper-related at the beginning of 1982. This amounts to 33.3%, compared with 28.0% in 1973.[18]

TABLE 3

NEWSPAPER OWNERSHIP OF U. S. TELEVISION STATIONS

January 1, 1982
(n = 420)

Market Rank	VHF No.	VHF %	UHF No.	UHF %	VHF and UHF No.	VHF and UHF %
1-10	11	26.8	7	19.4	18	23.4
1-25	33	35.1	8	14.0	41	27.2
25-50	30	45.5	6	18.2	36	36.4
51-75	32	49.2	4	15.4	36	39.6
76-100	17	44.7	10	24.4	27	34.2
TOTAL (1-100)	112	42.6	28	17.8	140	33.3

The principal reasons for the upward trend in newspaper-broadcasting common ownerships are threefold:

1. First, the FCC has tacitly sanctioned newspaper ownership of broadcast properties in markets where publishers do not engage in the newspaper business,

2. A second reason is the rise of media companies with holdings in publishing, broadcasting, and usually cable as well. Such newspaper chains as Gannett, Times-Mirror, and Knight-Ridder, for example, have become major factors in television broadcasting. Similarly, several broadcasting companies have entered the publishing field. Capital Cities and Park Broadcasting are two examples.

3. Finally, other media companies, some of which have been involved in both publishing and broadcasting for many years, have added significantly to their station holdings in recent years. A few examples include the New York Times Co., Hearst Publications, the Houston Post, the San Francisco Chronicle,

the Ogden Standard, and the Milwaukee Journal.

Because of the many common aspects of the publishing and broadcasting industries, it is quite likely that the number of stations affiliated with newspapers will continue to increase.

# # #

ENDNOTES

[1]Amendment of Multiple Ownership Rules, 9 R.R. 1563 (1953); Television Multiple Ownership Rule Amended, 11 R.R. 1519 (1954).

[2]Second Report and Order (Docket 18110), 32 R.R. 2d 954 (1975).

[3]FCC, Network Broadcasting: Report of the Network Study Staff to the Network Study Committee (Washington: U. S. Government Printing Office. 1958), 563.

[4]Television Multiple Ownership Rule, 5 R.R. 2d 1609 at 1614 (1965).

[5]Herbert H. Howard, Multiple Ownership in Television Broadcasting (New York: Arno Press, 1979), 178.

[6]Herbert H. Howard, "The Contemporary Status of Television Grcup Ownership," Journalism Quarterly, 53:403 (Autumn 1976).

[7]Herbert H. Howard, Television Station Group Ownership: 1980 (Knoxville: The University of Tennessee Communications Research Center for the National Association of Broadcasters, 1980), 2.

[8]Herbert H. Howard, Multiple Ownership in Television Broadcasting, 178.

[9]Herbert H. Howard, Television Station Group Ownership: 1979 (Knoxville: The University of Tennessee Communications Research Center for the National Association of Broadcasters, 1979), 4.

[10]Herbert H. Howard, Television Station Group Ownership: 1980, 2.

[11]Herbert H. Howard, "Cross-Media Ownership of Newspapers and TV Stations," Journalism Quarterly, 51:717 (Winter 1974).

[12]Television Factbook No. 50 (Washington: Television Digest, Inc., 1981).

[13]ADI Market Rankings 1981-82 (New York: The Arbitron Co., 1981). The composition of the top-100 markets varies slightly from year to year due to different growth rates among the markets and the shifting of "swing" counties from one market to another. For analytical purposes, however, the effect of these differences is negligible.

[14]The eight broadcast groups having licenses for seven stations were Gannett, Gaylord, Metromedia, Park Broadcasting, Taft, Times-Mirror, Spanish International, and Storer.

ENDNOTES (CONT.)

[15]Net weekly circulation data, produced for the television industry by the Arbitron Company, indicate the estimated total number of different households reached at least once each week by a given station.

[16]The A. C. Nielsen Company has estimated the total number of television households for all 50 states at 81,937,250 as of January 1, 1982.

[17]Although the network groups reach slightly less than 20% of the total body of U. S. households, each network actually serves more than 95% of the nation's viewers through a combination of O&O and affiliated stations.

[18]Herbert H. Howard, "Cross-Media Ownership of Newspapers and TV Stations," Journalism Quarterly, 51:717 (Winter 1974).

APPENDIX 1

TV STATION GROUPS BY NET WEEKLY CIRCULATION

January 1, 1982

Group Owner	Rank 1980	Rank 1982	Net Weekly Circulation	Number of Stations
ABC	2	1	16,007,700	5
CBS	1	2	15,971,400	5
NBC	3	3	15,196,100	5
Metromedia[a]	4	4	14,343,300	7
RKO General[b]	5	5	10,025,200	4
Tribune Co.[c]	7	6	9,281,000	3
Westinghouse	6	7	9,116,500	6
Storer	8	8	7,318,700	7
Field Communications	9	9	6,944,100	5
Capital Cities	10	10	6,090,200	6
Gaylord	12	11	5,972,300	7
Taft	11	12	5,942,800	7
Cox[d]	13	13	5,532,700	5
Scripps-Howard	14	14	4,283,200	6
Post-Newsweek	15	15	4,110,800	4
Golden West[e]	18	16	4,068,400	3
Times-Mirror	16	17	3,954,000	7
Gannett	17	18	3,911,300	7
Corinthian	19	19	3,759,200	6
Hearst[f]	21	20	3,675,800	4
Outlet	20	21	3,334,200	5
Chris-Craft	22	22	3,306,200	2

Group Owner	Rank 1980	Rank 1982	Net Weekly Circulation	Number of Stations
Meredith[g]	24	23	3,010,300	6
Pulitzer[h]	23	24	2,942,900	5
Evening News Assn.	25	25	2,836,900	5
Multimedia[h]	26	26	2,727,300	6
Chronicle B'casting	27	27	2,523,200	4
Cosmos[i]	39	28	2,494,100	6
McGraw-Hill	29	29	2,354,400	4
Knight-Ridder[j]	36	30	2,336,600	5
Wometco	28	31	2,275,900	6
United Television[k]	37	32	2,137,100	4
Park Broadcasting	31	33	2,122,300	7
Lin	32	34	2,107,500	4
Ziff-Davis[l]	30	35	2,079,400	6
Hubbard	34	36	2,024,600	3
King	33	37	1,989,200	4
Gulf United[m]	50	38	1,890,600	3
General Electric	38	39	1,875,600	3
Albritton	35	40	1,873,800	3
Channel 2, Inc.[n] (Houston Post)	42	41	1,830,600	3
A. H. Belo Co.	40	42	1,785,600	3
Christian Broadcasting Network	51	43	1,669,500	5
Harte-Hanks	41	44	1,568,800	4
Harriscope[o]	45	45	1,540,800	6
Fisher	43	46	1,540,500	2
WBNS (Wolfe) Group	44	47	1,494,100	2
Lee	47	48	1,460,600	4

Group Owner	Rank 1980	Rank 1982	Net Weekly Circulation	Number of Stations
Forward	46	49	1,449,900	6
Bonneville	49	50	1,355,700	2
American Family[p]	72	51	1,341,400	6
Gateway	52	52	1,286,600	4
Midwest Television	55	53	1,262,700	3
Post	54	54	1,189,800	5
Oak Communications	53	55	1,178,000	3
Nationwide	56	56	1,148,400	3
Jefferson-Pilot	59	57	1,097,200	2
Bahakel	61	58	1,069,100	6
Gillette (Globe)[q]	105	59	1,052,400	4
New York Times[r]	60	60	1,049,300	3
Springfield TV	74	61	1,029,100	3
Rollins	62	62	1,019,500	3
Standard Communi-cations	--	63	1,018,300	6
Koplar	--	64	987,300	2
Kelly	67	65	953,200	2
Guy Gannett[s]	82	66	930,400	3
Viacom	66	67	923,000	2
Leake TV	65	68	916,800	3
Fetzer	64	69	914,300	4
Palmer	68	70	867,900	3
Smith & Himes	--	71	866,000	2
Cowles[r]	69	72	858,700	2
Milwaukee Journal	70	73	842,600	2

Group Owner	Rank 1980	Rank 1982	Net Weekly Circulation	Number of Stations
Wilson	104	74	810,800	4
Schurz	75	75	801,500	3
Quincy Newspapers	73	76	795,300	4
North American	71	77	786,600	2
Landford	78	78	735,200	5
Clay	77	79	731,700	4
Morgan Murphy	63	80	694,100	5
Avant Development	79	81	674,600	3
Spanish International	86	82	673,900	7
Landmark	58	83	671,400	2
Gilmore	81	84	647,000	3
Minneapolis Star-Tribune[t]	76	85	636,300	2
Tandem/Perenchio	57	86	633,900	3
Bostick	84	87	624,300	4
Western	87	88	610,300	4
May Co.	85	89	608,400	2
Liberty Communi-cations	88	90	606,400	6
Gross	83	91	578,900	2
Gray	90	92	565,500	3
Harron	89	93	560,300	2
Charles Woods	--	94	515,200	2
Capitol	--	95	499,300	3
Manship	96	96	484,500	2
Maine Broadcasting	94	97	465,100	2
Charleston Evening Post	109	98	463,900	3
Wabash Valley	95	99	459,900	2

Group Owner	Rank 1980	Rank 1982	Net Weekly Circulation	Number of Stations
Blair TV	119	100	434,400	3
Retlaw	100	101	429,200	2
R. H. Drewry	99	102	426,200	3
Mid-America	101	103	407,900	2
General Media	125	104	403,800	2
State Telecasting	102	105	399,100	3
Gay-Bell	106	106	388,000	2
Forum Co.	98	107	376,800	4
St. Joseph News Post-Gazette	--	108	365,900	2
Marsh Media	107	109	364,700	4
United Broadcasting (Acton)	113	110	361,700	2
Bluefield Daily Telegraph	108	111	356,900	2
Central Minnesota	111	112	351,400	3
Stauffer	114	113	345,800	2
Lamb	110	114	333,200	4
F. H. Spain	121	115	331,500	3
McKinnon	115	116	326,400	2
Des Moines Register[t]	116	117	324,000	3
Eugene TV	120	118	310,700	4
Worrell	118	119	303,700	3
Birney Imes	117	120	301,600	3
J.C. Lewis	103	121	298,900	3
Home News Publishing	123	122	282,500	2
Pappas	126	123	279,400	2

Group Owner	Rank 1980	Rank 1982	Net Weekly Circulation	Number of Stations
Connelly & Muth	---	124	278,500	2
Cal-Oregon	122	125	277,100	4
Community B'casting	124	126	262,900	3
Howard Green	---	127	252,300	3
Gary Owen (Montana)	127	128	246,600	4
Malrite	135	129	244,500	4
Advance Co.	---	130	241,100	2
Shamrock	130	131	235,800	4
Le Sea (Sumrall)	129	132	220,900	2
Prima, Inc.	128	133	219,300	2
Buford TV	133	134	215,800	4
Meyer Communication	---	135	212,300	2
Midland TV	131	136	212,300	2
Service Broadcasting	112	137	212,000	3
Plains TV	91	138	206,100	2
Balaban	91	139	206,100	3
Toledo Blade	---	140	203,700	2
Pikes Peak Broadcasting	---	141	202,400	2
G. T. Hernrich	132	142	199,600	3
United Communications of Kenosha	---	143	191,500	2
Gulf Coast	136	144	175,800	2
TV Corp. of Virginia	---	145	170,000	3
R. H. Shivley	---	146	147,500	3
McAlester TV	137	147	139,400	2

Group Owner	Rank 1980	Rank 1982	Net Weekly Circulation	Number of Stations
Columbia Empire TV	---	148	130,000	2
Adelstein & Berger	---	149	118,700	2
Hi-Ho	139	150	79,100	3
Zazer & Langston	141	151	60,600	2
Northern TV	140	152	60,500	2
Carolina Christian	---	153	48,700	2
Faith Center	142	154	Not Available	3
Satellite Syndicated Systems	---	154	Not Available	2
American Colonial	---	154	Not Available	2
Heftel	---	154	Not Available	2
Channel 21, Inc.	---	154	Not Available	2

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FOOTNOTES

[a]Metromedia awaits approval of its application to purchase WCVB (TV), Boston. In turn, it will sell KMBC-TV, Kansas City, to the Hearst Corporation.

[b]The FCC has required RKO General to relinquish the license for WNAC-TV, Boston. Further litigation is likely to delay the finalization of this action. RKO General also operates WOR-TV, New York, one of the three superstations distributed nationally via satellite feed to cable systems.

[c]The Tribune Company's WGN-TV, Chicago, is another of the three cable superstations.

[d]Cox Broadcasting Company awaits FCC approval of its purchase of KDNL-TV, a UHF independent station in St. Louis.

[e]Gene Autry, principal owner of Golden West, has sold his 24% interest in KOOL-TV, Phoenix, to Gulf United Broadcasting, subject to FCC approval.

[f]The Hearst Corporation plans to acquire KMBC-TV from Metromedia upon its purchase of WCVB (TV), Boston.

FOOTNOTES (CONT.)

[g]Meredith owns 7% of station WOFL (TV), Orlando, Florida, which is included with its circulation data.

[h]Pulitzer Publishing Corporation and Multimedia, Inc. have announced a transaction, subject to FCC approval, in which Pulitzer will acquire WFBC-TV, Greenville, S. C. and WXII-TV, Winston-Salem, N. C. in exchange for KSDK (TV), St. Louis. Pulitzer will be required to divest one station to remain within the FCC's multiple ownership limit of five VHF outlets.

[i]During the past year, Cosmos acquired both WAVE-TV, Louisville, and WFIE (TV), Evansville, Indiana, in a merger with Orion Broadcasting Company.

[j]During the past year, Knight-Ridder acquired WTKR (TV), formerly WTAR-TV, Norfolk, Virginia, from the Landmark Corporation.

[k]During the past year, United Television, formerly 20th Century Fox Broadcasting, acquired WRBT (TV), Jackson, Mississippi.

[l]During the past year, Ziff-Davis announced plans to divest all of its broadcast properties. As of January 1, 1982, only one sale had been announced--that of WJKS-TV, Jacksonville, Florida, to Media General Corporation.

[m]During 1981, Gulf United Corporation announced plans to acquire a 24% interest in KOOL-TV, Phoenix, from Gene Autry's Golden West Broadcasting Co. Gulf United already owns 24% of this station.

[n]During 1981, Channel 2, Inc. acquired WTOK-TV, Meridian, Mississippi.

[o]During 1981, the Harriscope Company acquired a 51% interest in station KWHY-TV, Los Angeles.

[p]During 1981, the American Family Corporation acquired stations KTIV (TV) and KWWL (TV) from the Black Hawk Broadcasting Co.

[q]During 1981, Gillette Broadcasting (formerly Globe Broadcasting) acquired WSMV (TV), formerly WSM-TV, Nashville, from the NLT Corporation.

[r]Cowles Communications owns a minority interest in the New York Times Co.

[s]During 1981, Guy Gannett Broadcasting acquired KGAN-TV, formerly WMT-TV, Cedar Rapids, Iowa, from Orion Broadcasting.

[t]During 1981, the Minneapolis Star-Tribune and the Des Moines Register and Tribune, both owned by members of the Cowles family, announced plans to merge. Such a merger would result in a broadcasting group having five television stations with a combined net weekly circulation of 960,000 TV households.

[u]Balaban Television and Plains Television share ownership of two TV stations. Balaban has acquired a third station independently of Plains TV.

[v]United Communications, Kenosha, Wisconsin, acquired WWNY-TV, Watertown, N.Y. during 1981. It also owns KEYC-TV, Mankato, Minnesota.

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